

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application: **Dolph**

Serial No.: **10/803,631**

Filed: **March 18, 2004**

For: **Targeted Marketing Overlays  
for Digital Video Recorders**

§ Group Art Unit: **2621**

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§ Examiner: **Tekle, Daniel T.**

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§ Confirmation No.: **5810**

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§ Attorney Docket No.: **AUS920040046US1**

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§

**37945**

PATENT TRADEMARK OFFICE  
CUSTOMER NUMBER

**NOTICE OF REINSTATEMENT OF APPEAL**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the Final Office Action dated April 2, 2010 finally rejecting claims 1-22.

No fees are believed to be necessary. In the event that any fees are required for the prosecution of this application, please charge any necessary fees to IBM Corporation Deposit Account No. 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is required, the extension is requested, and I authorize the Commissioner to charge any fees for this extension to IBM Corporation Deposit Account No. 09-0457.

Date: June 30, 2010

Respectfully submitted,

/Rudolf O. Siegesmund/

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